

ABSTRACT

A method and apparatus for managing on-line promotions is disclosed. A coupon issuing server is used to provide promotions in the form of certificates, coupons, tickets and any other offer on a network that can be downloaded and redeemed either on paper or electronically. The server provides software to computers on a network. The software is used to identify individual computers and to allow the individual computer only one copy of each of the promotions thereby preventing multiple copies of a promotion to be used by any one user.